MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2, 2022/2023**

## DBV5024 – DIGITAL BUSINESS VENTURE AND STRATEGY

(All sections/Groups)

10 JULY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

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## INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

## Structure Questions (100 Marks)

### QUESTION 1

(a) Clarify the following terms:
(i) Inbound marketing. (2 marks)
(ii) Content marketing. (2 marks)
(iii) Zero Moment of Truth. (2 marks)

(b) Provide **FIVE (5)** stages model of buy-side e-commerce. (5 marks)

(c) Briefly explain **TWO (2)** drivers in digital business. (4 marks)

(d) List **FOUR (4)** transaction alternatives between businesses and consumers. (4 marks)

(Total: 19 marks)

### QUESTION 2

(a) List **FOUR (4)** macro-environment of digital business. (4 marks)

(b) Briefly explain the purchasing characteristic in Business-to-Consumers (B2C) and Business-to-Business (B2B). (4 marks)

(c) Identify **THREE (3)** elements in Business Model Canvas (BMC). Provide example for each element. (6 marks)

(d) Determine **EIGHT (8)** revenue models for publisher. (8 marks)

(Total: 22 marks)

### QUESTION 3

(a) State **SEVEN (7)** significant legal issues that control digital marketing. (7 marks)

(b) Identify **FIVE (5)** types of information collected online. (5 marks)

(c) Briefly describe the **THREE (3)** economic / political issues in digital business. (6 marks)

( Total: 18 marks)

**Continued ...**

## QUESTION 4

(a) Illustrate in a graphical form the digital marketing plan in the context of other plan. (7 marks)

(b) Explain **FOUR (4)** approaches to goal setting. (8 marks)

(c) Briefly describe **FIVE (5)** examples of SMART digital marketing objectives. (10 marks)

( Total: 25 marks)

## QUESTION 5

(a) Clarify the **FOUR (4)** components of Reach-Act-Convert-Engage model. (8 marks)

(b) List the **FIVE (5)** stages of buying process. (5 marks)

(c) State any **THREE (3)** aspects of social customer relationship management. (3 marks)

(Total: 16 marks)

**End of Paper**